

# Zulu Kingdom Jazz Festival to be held

A new annual event, the Zulu Kingdom Jazz Festival, which intends to “attract international visitors and particularly to the promote KwaZulu-Natal arts and culture” will be launched in Durban on 25 and 26 September, 2010.

With much talent and creativity from the people of KwaZulu-Natal, and with the 2010 FIFA World Cup in sight, the time has come to gear up for the huge invasion of the Jazz in the Zulu Kingdom, which is scheduled be an annual July winter holiday event. The Jazz in the Zulu Kingdom, an initiative of Think Tank Marketing Services and partner US-based BET Event Production and BET Jazz is a proud attachment to the diverse legacies that give shape to KwaZulu-Natal's brand identity. Moreover, it forms the core and focus of a multicultural festival that embraces the province's history, heritage, excellence and aspiration.

The Zulu Kingdom Jazz Festival will be a marketing tool for KZN and South Africa to attract international visitors and particularly to the promote KwaZulu-Natal arts and culture. Using the huge potential of BET Television, the event will be marketed extensively internationally and local media will be utilised to make a true South African event.

For sponsorship and partnership opportunities, contact Thabani Khumalo on +27 (0)83 587 9207 or email .

For more, visit: <https://www.bizcommunity.com>